

DEC 14 2009

FACSIMILE COVER SHEET

The Law Offices of
STRAUB & POKOTYLO

788 Shrewsbury Ave.
Tinton Falls, NJ 07724

Telephone: 732-936-1400
Facsimile: 732-936-1401
Internet site: www.sp-ip.com

To: U.S. Patent and Trademark Office

Facsimile No.: (571) 273-8300

From: John C. Pokotylo, Esq.

Date: December 14, 2009

Number of Pages Including Cover: 37

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.);
- 3) Request for a One (1) Month
Extension of Time (2 pgs.); and
- 4) Amendment (32 pgs.).

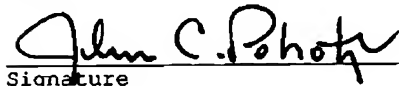
Attorney Docket No.: Google-48 (GP-083-00-US)
Appl. No.: 10/721,010
Applicants: Ross KONINGSTEIN, et al.
Filed: November 24, 2003
Title: USING CONCEPTS FOR AD TARGETING
TC/A.U.: 3622
Examiner: William A. Brandenburg

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this paper (and any accompanying paper(s))
is being facsimile transmitted to the United States Patents and
Trademark Office on the date shown below.

John C. Pokotylo


Type or print name of person signing certification


Signature

December 14, 2009
Date

RECEIVED
CENTRAL FAX CENTER

DEC 14 2009

Please type a plus sign (+) inside this box → 

Modified PTO/SB/21 (08-00)

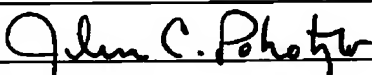
Approved for use through 10/31/2002. OMB 0651-0031

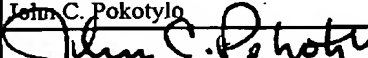
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

| | | |
|---|------------------------|--------------------------|
| <h1>TRANSMITTAL FORM</h1> <p>(to be used for all correspondence after initial filing)</p> | Application Number | 10/721,010 |
| | Filing Date | November 24, 2003 |
| | First Named Inventor | Ross KONINGSTEIN |
| | Group Art Unit | 3622 |
| | Examiner Name | William A. Brandenburg |
| Total Number of Pages in This Submission | Attorney Docket Number | Google-48 (GP-083-00-US) |

| ENCLOSURES (check all that apply) | | |
|--|---|---|
| <input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input checked="" type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ | <input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt <input type="checkbox"/> Other Enclosure(s) (please identify below): |
| Remarks | | |

| SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT | |
|--|---|
| Firm or Individual name | John C. Pokotylo (Reg. No. 36,242) |
| Signature |  |
| Date | December 14, 2009 |

| CERTIFICATE OF FACSIMILE | | | |
|--|---|------|-------------------|
| I hereby certify that this correspondence is being facsimile transmitted to the United States Patents and Trademark Office on this date: | | | December 14, 2009 |
| Typed or printed name | John C. Pokotylo | Date | December 14, 2009 |
| Signature |  | | |

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

DEC 14 2009

Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003. OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

**FEE TRANSMITTAL
for FY 2008**

Effective 09/30/2007. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$) 130.00

Complete if Known

| | |
|----------------------|--------------------------|
| Application Number | 10/721,010 |
| Filing Date | November 24, 2003 |
| First Named Inventor | Ross KONINGSTEIN |
| Examiner Name | William A. Brandenburg |
| Art Unit | 3622 |
| Attorney Docket No. | Google-48 (GP-083-00-US) |

METHOD OF PAYMENT (check all that apply)

☐ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None
☒ Deposit Account:Deposit Account Number
Deposit Account Name

50-1049

Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

☒ Charge any underpayment of fee(s) indicated below ☒ Credit any overpayments☒ Charge any additional fee(s) due in connection with the filing submitted herewith☒ Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

FEE CALCULATION

1. BASIC FILING, SEARCH & EXAMINATION FEES

| Large Entity Fee (\$) | Small Entity Fee (\$) | Fee Description | Fee Paid |
|-----------------------|-----------------------|-----------------|------------|
| 1090 | 545 | Utility fee | |
| 460 | 230 | Design fee | |
| 720 | 360 | Plant fee | |
| 1520 | 760 | Reissue fee | |
| 220 | 110 | Provisional fee | |
| SUBTOTAL (1) | | | (\$) 0.00 |

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

| | | | | | | | |
|--------------------|--|---------|--|---|--|---|--|
| Total Claims | | -20** = | | X | | = | |
| Independent Claims | | -3** = | | X | | = | |
| Multiple Dependent | | | | | | = | |

| Large Entity Fee (\$) | Small Entity Fee (\$) | Fee Description |
|-----------------------|-----------------------|---|
| 1202 52 | 2202 26 | Claims in excess of 20 |
| 1201 220 | 2201 110 | Independent claims in excess of 3 |
| 1203 390 | 2203 195 | Multiple dependent claim, if not paid |
| 1204 220 | 2204 110 | **Reissue independent claims over original patent |
| 1205 52 | 2205 26 | **Reissue claims in excess of 20 and over original patent |

SUBTOTAL (2) (\$) 0.00

**or number previously paid, if greater, For Reissues, see above

FEE CALCULATION (continued)

3. ADDITIONAL FEES

| Large Entity Fee Code (\$) | Small Entity Fee Code (\$) | Fee Description | Fee Paid |
|----------------------------|----------------------------|--|----------|
| 1051 130 | 2051 65 | Surcharge - late filing fee or oath | |
| 1052 50 | 2052 25 | Surcharge - late provisional filing fee or cover sheet | |
| 1053 130 | 1053 130 | Non-English specification | |
| 1812 2,520 | 1812 2,520 | For filing a request for ex parte reexamination | |
| 1804 920* | 1804 920* | Requesting publication of SIR prior to Examiner action | |
| 1805 1,840* | 1805 1,840* | Requesting publication of SIR after Examiner action | 130.00 |
| 1251 130 | 2251 65 | Extension for reply within first month | |
| 1252 490 | 2252 245 | Extension for reply within second month | |
| 1253 1,110 | 2253 555 | Extension for reply within third month | |
| 1254 1,730 | 2254 866 | Extension for reply within fourth month | |
| 1255 2,350 | 2255 1,175 | Extension for reply within fifth month | |
| 1401 540 | 2401 270 | Notice of Appeal | |
| 1402 540 | 2402 270 | Filing a brief in support of an appeal | |
| 1403 1,080 | 2403 540 | Request for oral hearing | |
| 1451 1,510 | 1451 1,510 | Petition to institute a public use proceeding | |
| 1452 640 | 2452 270 | Petition to revive - unavoidable | |
| 1453 1,820 | 2453 810 | Petition to revive - unintentional | |
| 1501 1,510 | 2501 755 | Utility issue fee (or reissue) | |
| 1502 860 | 2502 430 | Design issue fee | |
| 1503 1,190 | 2503 595 | Plant issue fee | |
| | | Petitions to the Commissioner - check fee sheet | |
| 1807 50 | 1807 50 | Processing fee under 37 CFR 1.17(c) | |
| 1808 180 | 1808 180 | Submission of Information Disclosure Stmt | |
| 8021 40 | 8021 40 | Recording each patent assignment per property (times number of properties) | |
| 1809 810 | 2809 405 | Filing a submission after final rejection (37 CFR 1.129(a)) | |
| 1810 810 | 2810 405 | For each additional invention to be examined (37 CFR 1.128(b)) | |
| 1801 810 | 2801 405 | Request for Continued Examination (RCE) | |
| 1802 900 | 1802 900 | Request for expedited examination of a design application | |

Other fee (specify)

* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$) 130.00

SUBMITTED BY

Name (Print/Type) John C. Pokotylo

Registration No. 36,242

(Attorney/Agent)

(Complete if applicable)

Telephone (732) 936-1400

Signature

Date

December 14, 2009

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.